

Exhibit 68 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00187)

From: Mike Rapport (SW SWC)
Sent: 10/05/2006
To: Will Paradise (RM HSO)
Cc:
Bcc:
Subject: RE: Wild Oats BOGO Sale

We are good. Thanks for the Heads up. Let me see if I can get the price for Country Life while I am the show tomorrow.

Mike Rapport
Whole Body Coordinator
Southwest/Rocky Mountain Regions
1105 North Lamar Blvd.
Austin, TX 78703
(512) 391-8400 X493
Fax (512) 479-8521

From: Will Paradise (RM HSO)
Sent: Thursday, October 05, 2006 11:49 AM
To: Scott Price (SW SWC); Jerard Whitehead (RM HSO); Mike Rapport (SW SWC); Kenny Meyer (RM HSO)
Cc: Tim Gates (RM HSO)
Subject: FW: Wild Oats BOGO Sale

Folks,

I have asked the store(Boulder only since these deals are only in the four stores in the Boulder area) to match these deals but no to advertise it.

We will also track movement on these items and compare it to previous 4 weeks movement.

Your thoughts??

From: Tom Rich [mailto:pokatelli@comcast.net]
Sent: Thursday, October 05, 2006 7:16 AM
To: Will Paradise (RM HSO); Tim Gates (RM HSO); Paul McLean (RM HSO)
Subject: Wild Oats BOGO Sale

<http://shopping.dailycamera.com/ROP/ads.aspx?advid=247934&adid=3570514>

1 Attachment